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Winston-Salem
North Carolina

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Winston-Salem

North Carolina

Authorized and Endorsed by the Directors of the Board of Trade

and Endorsed by the Aldermen and Commissioners

of Winston-Salem

The Natural Geographical Gateway

FROM THE

Coal Fields of Virginia, Ohio, and Pennsylvania,

the Grain and Meat Markets of the North-

west to the South Atlantic and Gulf

States and Panama Canal

ILLUSTRATIONS SELECTED AND FACTS COMPILED AND WRITTEN

BY

COL. G. WEBB AND L. E. NORRYCE

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THE
STONE
PRINTING AND
MANUFACTURING
COMPANY
ROANOKE
VIRGINIA

WINSTON-SALEM

NORTH CAROLINA

WINSTON-SALEM is situated in the north central portion of North Carolina, within fifty miles of the main range of the Blue Ridge Mountains, in what is known as the tobacco region of the State. It lies midway and on a direct line between the splendidly developed industrial markets of the Northeast, the grain and meat markets of the Northwest and the rapidly growing markets of the South. It is most favorably located for immediate and wonderful development. Its geographical position makes it the most logical gateway from the North to the South Atlantic States and the shortest and most natural route for the great export trade which will most surely follow the opening of the Panama Canal.

From Winston-Salem through Virginia into Ohio and Pennsylvania extends the Norfolk & Western Railway system, and to the Northeast and Southwest through this city extends the Southern Railway system. Directly to the South, not over a distance of ninety miles, are the main lines of the Seaboard Air Line and the Atlantic Coast Line. These with their branches and connections penetrate every market of importance in the South Atlantic and Gulf States. With respect to these four great railway systems, Winston-Salem occupies a geographical position which forces the conviction that it is destined to become, in the rapid development now taking place, one of the most important cities of the South.

CLIMATE AND ALTITUDE. THE MOST HEALTHY LOCALITY IN THE UNITED STATES. THE PEOPLE.

Winston-Salem is two hundred miles inland from the sea, in the Piedmont section, at an altitude of nearly one thousand feet. The climate is dry and healthy. Few cities in America can be found with the same climatic advantages. The Government Census Bureau recently selected a strip of country which showed the best health record of any portion of the United States and in which the death rate was the lowest. The report stated that this strip of country was in North Carolina and it embraces the location of Winston-Salem.

The temperature in summer seldom rises above ninety degrees, or falls below twenty degrees in winter. The annual rainfall approximates very closely forty-eight inches. The fall season is perhaps the most delightful in the United States.

The people of Winston-Salem are quiet and religious, cultured and refined, generous and hospitable, and intensely energetic. Idleness is almost entirely unknown, and as a result prosperity and happiness characterize the entire citizenship. The population of Winston-Salem is twenty-two thousand.

CHARACTER OF SOIL. AGRICULTURAL PRODUCTS.

The farm lands of Forsyth and adjoining counties are highly productive. The subsoil is red clay with occasional gray sandy loam. They are peculiarly adapted to the production of the rich mahogany tobaccos, which are regarded as the finest in America for the manufacture of chewing tobacco. But corn, wheat, oats, rye, and almost every vegetable known are easily produced and yield abundantly.

MUNICIPAL GOVERNMENT.

There are few cities in the South with a more thoroughly systematized, broad-minded and liberal administration than Winston-Salem. It is characterized by the absence of unnecessary ordinances, and the result is

obedience to law, contentment and prosperity. The tax rate of the city is $1.00 per $100 of property. The city has a thoroughly efficient police department, a splendid fire department, as fine a water supply system as can be found in the South, a splendid city market and with every department of the municipality most judiciously and economically administered.

The growth of the Twin City for the past fifteen years has been remarkably rapid. A magnificent modern Court-House has taken the place of the old building; immense factories and blocks of whole-sale and retail business houses have been erected; church spires reach through trefled trees in all parts of the city; magnificent homes with beautiful lawns have been built; trees and flowers and vines have been planted; parks have been made; the streets have been paved and macadamized; electric lights and electric street railways have been installed and altogether Winston-Salem is perhaps one of the best-governed and most beautiful cities in the South.

AT NISSEN'S PARK

THE CHURCHES AND CHRISTIAN INFLUENCES.

The progressive people of this city are not unmindful of their spiritual welfare, and the religious edifices they have erected are in keeping, in point of excellence, with the magnificent factories and homes they have built. The denominations represented here are as follows:

Moravian, five; Methodist, four; Presbyterian, two; Baptist, five; Protestant Methodist, one; Episcopal, one; Lutheran, one; Roman Catholic, one.

The colored people have eleven churches, different denominations, some of which are splendid edifices, costing from $10,000 to $15,000 each.

MASONIC TEMPLE

The **Young Men's Christian Association** of this city is in a flourishing condition and is one of the strongest in the State. It is managed by a board of representative business men, and the work is conducted on the most progressive and up-to-date lines, and it is under the personal supervision of competent secretaries. The equipment is thoroughly modern, consisting of educational class rooms, reading and reception rooms, gymnasium and bathrooms. P. A. Colbert is chief secretary.

SECRET AND FRATERNAL ORDERS.

The fraternal orders in this city are all in a flourishing condition and several maintain more than one lodge. They are:

Masonic; Winston Lodge and Piedmont Commandery Knights Templars; Knights of Pythias; Independent Order of Odd Fellows; Knights of Honor; Knights and Ladies of Honor; Junior Order United American Mechanics; Improved Order Red Men; B. P. O. Elks; The Eagles.

PART OF THE CITY—VIEW FROM THE WEST

There is a **Ministerial Association** in this city. It is composed of the ministers of the various denominations of Winston and Salem. Regular meetings are held at which the spiritual welfare of the entire community is discussed and plans formulated for aggressive ministerial work. As a result of the work of this Association a vast deal of good is accomplished, and there exists a spirit of friendliness among all denominations scarcely to be found in any other city.

EDUCATIONAL ADVANTAGES. COLLEGES AND SCHOOLS.

Salem Academy and College.—Dr. J. H. Clewell, principal. This is the oldest school for the education of young women and girls in the South, and the oldest in America except two. It opened its doors as an educational institution in 1802, and the school has never been closed since that time. Its patronage is drawn, practically, from all of the States, and the register shows an attendance of more than 11,000 pupils; an average of one hundred new names each year of its existence. It is non-sectarian in its principles, but deeply religious in its methods of work. The matriculation last year was between five and six hundred pupils.

AT NISSEN'S PARK

Salem Boys' School.—This is in the nature of a fitting school, but the standards are very high and the course of study is designed to thoroughly equip the students for the duties of life. The attendance is very large.

City Public School.—This is perhaps one of the largest public schools, not a graded school, in the State. The average attendance is three hundred boys and girls.

The City's Graded Schools.—These represent three schools for white pupils and one for negro pupils. The standard in every department in all these schools is very high, and pupils graduated are sufficiently advanced to enter the business ranks. In one of the schools is a commercial department, teaching stenography, typewriting and bookkeeping. The enrollment in these schools shows, whites, one thousand and ninety-eight; colored, seven hundred and six.

HOME MORAVIAN CHURCH

Slater Industrial and State Normal School.—One of the three Normal schools of North Carolina for the education of the colored race. This school is for the education of negroes. The management of the school is under the direction of a board of leading white citizens of this city and in other States and S. G. Atkins, colored principal of the school. The matriculation last year was three hundred and fifty pupils. Reports from this school show that it is doing a splendid work in educating and training young negroes.

FISH PONDS AND SPRINGS AT NISSEN'S PARK

Y. M. C. A. Night School.—This Association is aiding materially in educating the young men who, from necessity, are forced to work during the day. There were twenty-five young men enrolled in this school last year.

In addition to the schools above enumerated there are several private schools.

The total enrollment in all the schools, including the Salem Female Academy and the Slater Industrial School, approximates four thousand pupils.

THE CITY'S BANKS, FINANCES, POST-OFFICE AND INTERNAL REVENUE DEPARTMENT.

There are four banks in Winston-Salem, and in resources and deposits they lead the banks of any other city in North Carolina. The aggregate of resources is $5,723,386.95: the aggregate of deposits is $4,371,304.39.

This indicates that there is no lack of capital to encourage any enterprise of merit that meets the approval of the business men of the community. The four banks are as follows:

Wachovia Loan & Trust Company.—(Report June 15, 1905), total of resources, $4,024,513.18; deposits, $3,345,778.69.

Peoples National Bank.—(Report May 29, 1905), resources, $672,752.59; deposits, $482,022.95.

Wachovia National Bank.—(Report May 29, 1905), resources, $818,744.02; deposits, $452,077.73.

Piedmont Savings Bank.—(Report May 29, 1905), resources $207,377.16; deposits, $91.425.02.

ARISTA COTTON MILLS, SOUTH SIDE

THE POST-OFFICE BUSINESS.

There is nothing that shows more plainly the growth and development of a city than does the business of the Post-office.

In 1894 the receipts of Winston-Salem's Post-office were $30,209.39. For the year ending March 31, 1905, eleven years later, the receipts aggregated $62,725.70.

In addition to the Postmaster and one assistant there are fourteen clerks, twelve city carriers, seven R. F. D. carriers and six Railway Postal Clerks. Thus it can be seen that in eleven years the receipts of the Post-office in this city have more than doubled and that the increase in the force has been almost trebled.

INTERNAL REVENUE DEPARTMENT U. S. A.

SWIMMING POOL AT NISSEN'S PARK

The branch office of the United States Treasury Department, located in this city, received in revenues for tobacco, spirits, and cigars for the year ending July 1, 1905, the sum of $1,984,683.17.

RAILROAD FACILITIES, FREIGHT TRAFFIC AND PASSENGER ACCOMMODATIONS.

Winston-Salem is situated on two of the principal railway systems entering the South, the **Southern** and the **Norfolk & Western.** The freight stations here of these two systems are now handling per annum on an average of 252,000 cars, transfer and local. Of these, 50,400 are local cars loaded in and loaded out of the city. The cash

receipts at these stations for freight charges closely approximate $624,000 per annum or $12,500 per week. This does not include freight shipped collect.

AT NISSEN'S PARK

PASSENGER FACILITIES.

Winston-Salem has three passenger trains daily with Pullman service, connecting with the main line of the Southern, the Seaboard Air Line, and Atlantic Coast Line; two trains daily from Charlotte, N. C., to Roanoke, Va.; one train daily to and from Wilkesboro, N. C., via the Southern Railway; one train daily to and from Roanoke, Va., via the Norfolk & Western Railway; one train daily to and from Mt. Airy, via the Southern Railway and one train daily to and from Charlotte, N. C., via the Southern Railway.

The total number of passenger trains arriving and departing daily is eighteen, and in addition there are a number of freight trains carrying passengers—accommodation freights.

Sixteen passenger trains arriving and departing daily bring and carry mail. In addition to the above railway facilities it has been determined to build an Electric Railway System from this city to High Point, a distance of twenty-two miles, connecting with the main line of the Southern Railway. Work on this electric line has already begun. It has also been determined to build a steam railway line a distance of ninety-three miles, to Wadesboro, and connecting with the Seaboard Air Line and Atlantic Coast Line at that point and the Norfolk & Western at Winston-Salem. This road when completed will give the most direct route from the coal

BIRDSEYE VIEW OF C. F. NISSEN'S WAGON FACTORY

fields of Virginia, Ohio and Pennsylvania to the Atlantic Ocean. This road will be known as the South Bound Railway. All the money necessary to make its building an assured fact has been raised.

DIVERSIFIED INDUSTRIES, EMPLOYING THOUSANDS, AND ANNUALLY TURNING MILLIONS OF DOLLARS INTO THE CHANNELS OF TRADE.

There are many diversified industries in Winston-Salem, every one of which is prospering and they are turning into the channels of trade, by payments to their employees, several millions of dollars per year, several thousands of dollars per day. These industries are furnishing means of a competent and comfortable living for their operatives, a lucrative business for the merchants of the city and are aiding very materially in enriching the farmers of the county.

TOBACCO MANUFACTURE—LEAF AND STEMS.

The chief manufacturing industry of this city is that of tobacco, and in this Winston-Salem leads the world in the manufacture of chewing tobacco or "flat goods." Over thirty-one million pounds (31,000,000) are manufactured yearly. It is sold principally in the Southern States, yielding an enormous yearly income, furnishes a means of livelihood to hundreds of families and gives to the producer of leaf tobacco a strong, steady market at all times.

GRACE CHURCH—METHODIST

R.J REYNOLD'S OLD TOBACCO FACTORY.

R.J. REYNOLD'S NEW TOBACCO FACTORY.

LIIPFERT-SCALES CO'S
TOBACCO FACTORY.

BROWN & WILLIAMSON'S
TOBACCO FACTORY.

BAILEY BROS TOBACCO FACTORY

FORSYTH COURT HOUSE

SALEM FEMALE ACADEMY AND COLLEGE. FOUNDED 1802

HOTEL FORSYTH

ARISTA COTTON MILLS

While more than 31,000,000 pounds of tobacco are manufactured in Winston-Salem, not more than 20,000,000 pounds of leaf are sold from wagons. The demand for leaf is about 13,000,000 pounds greater than the supply. This fact carries with it the evidence that tobacco raising in all of the counties, having Winston-Salem for a market, is and will continue to be profitable for many years to come.

For the 18,028,976 pounds of leaf tobacco sold in this market last year the four warehouses of the city paid to the farmers $1,443,670.72, an average of 8.01 cents per pound. The excess of leaf tobacco (averaging 13,000,000 pounds) manufactured each year is bought in remote markets and shipped to this city by rail. Those engaged in the manufacture of tobacco are:

VIRGINIA-CAROLINA CHEMICAL WORKS

TOBACCO MANUFACTURERS.

Brown & Williamson, manufacturing plug. The largest independent flat-plug tobacco manufacturers in the United States. Their leading brands are "Kite," "Golden Grain," "Sweet and Juicy," "Blood Hound," "Brown and Williamson's Best," "Maginty Twist," and "Brown and Williamson's Sun Cured."

R. J. Reynolds Tobacco Co., manufacturing plug tobacco.

Liipfert-Scales Co., manufacturing both smoking and plug.

Taylor Brothers, manufacturing twist and plug.

Whitaker-Harvey Co., manufacturing plug.

Ogburn, Hill & Co., manufacturing plug.

Bailey Brothers, manufacturing plug.

M. L. Ogburn & Co., manufacturing plug.

F. M. Bohanon, manufacturing plug.

LEAF DEALERS.

Sterling Smith & Co.; Currin & Coleman Bros.

TOBACCO STEMS.

B. J. Shepperd & Co. This firm exports principally.

Cigar manufacturers are:

A. R. Bennett & Co. and **Dr. V. O. Thompson.**

TOBACCO WAREHOUSES.

The leaf tobacco is unloaded from wagons into warehouses and sold at auction to the dealers.

There are four of these warehouses in Winston-Salem, as follows:

Piedmont Warehouse; Brown's Warehouse; Farmers' Warehouse; Star Warehouse.

MALINE MILLS CO.

The aggregate floor area of these four warehouses is 80,000 square feet and there is furnished, in addition, stall room for twelve hundred horses and mules.

The number of employees engaged in the tobacco business, manufacturing and handling leaf, is five thousand four hundred and eighteen.

VIRGINIA-CAROLINA CHEMICAL WORKS

COTTON MANUFACTURERS—COTTON, WOOLEN AND KNITTING MILLS.

Not many miles lie between Winston-Salem and the cotton fields, and with characteristic thrift the people of this city, a number of years back, turned their attention to the manufacture of cotton and woolen cloth, and more recently to the knitting of frame-spun and mule-spun yarns into underwear and hosiery. These cotton and wool industries are as follows:

Arista Mills Company. Operating two mills, which have an aggregate of 15,936 spindles and 368 looms.

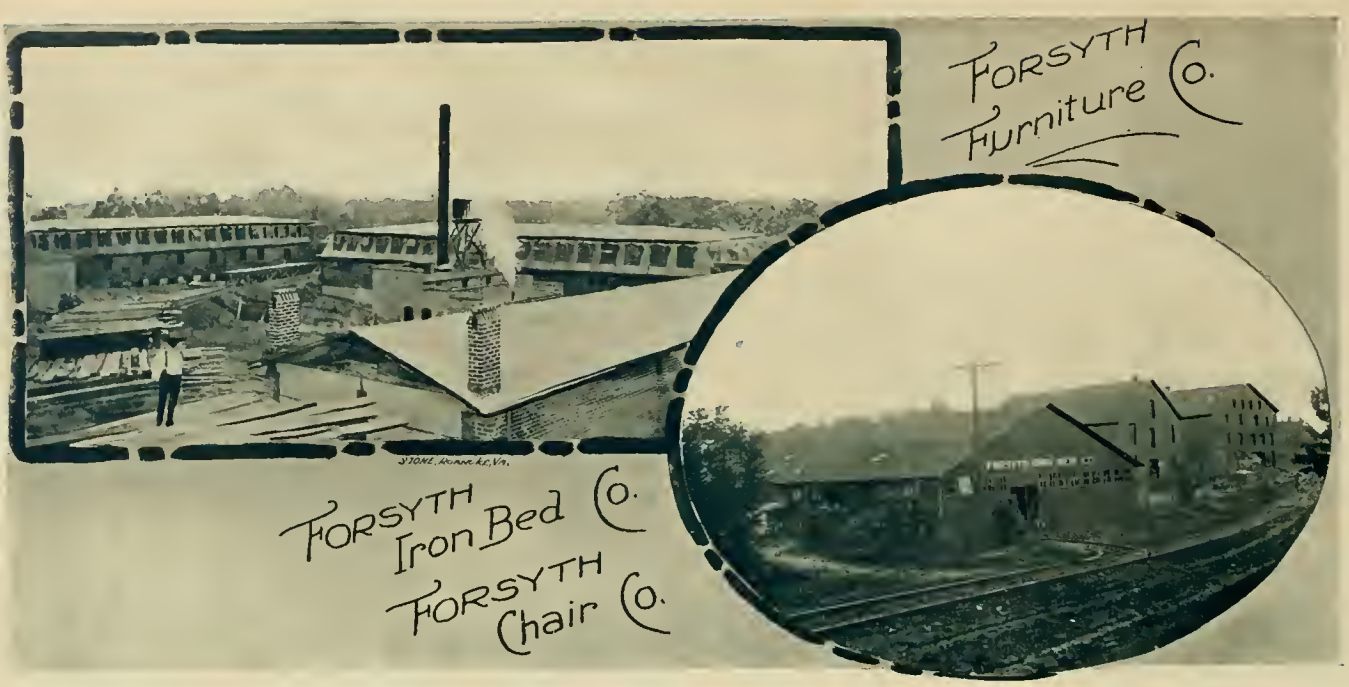
F. & H. Fries.—Established in 1840 for the manufacture of woolen jeans and have been in continuous operation since that date.

The mills engaged in the manufacture of underwear and hosiery are:

P. H. Hanes Knitting Co., manufacturing men's underwear.

Maline Mills, manufacturing ladies' and misses' underwear.

FORSYTH ROLLER MILLS



Shamrock Mills and **The Carolina Mills,** manufacturing hosiery.

These knitting mills manufacture six thousand dozen pairs of hose per week and five thousand seven hundred dozen of fine ribbed underwear per week for men, women and children.

The above mills give steady employment to more than one thousand operatives, and there is still a demand for additional labor at satisfactory prices.

THE MANUFACTURE OF FURNITURE AND AVAILABILITY OF TIMBERS USED.

In no other State in the Union grows such a variety of woods, both hard and soft, as North Carolina, and Winston-Salem is located in and near the very finest of this wooded section. The native forest growth is of the best quality of all varieties of oaks, elms, and some others suitable for furniture manufacture, many reaching a great size. It will take years to exhaust the present supply lying almost at the very doors of the manufactories, even with many times the number at present engaged in this industry. The following are factories already established and in operation in this city:

WAGON FACTORY OF GEO E. NISSEN & CO.

United States Veneer Company. This plant is operating the very latest invention in veneer-making machinery.

Salem Parlor Furniture Company, manufacturing lounges, couches and parlor furniture.

Oakland Manufacturing Company, manufacturing a general line of furniture.

Winston Furniture Company, manufacturers of desks.

Forsyth Chair Company, manufacturers of chairs—rockers.

WACHOVIA FLOUR AND GRIST MILL

Forsyth Iron Bed Company, manufacturers of brass and iron bedsteads.

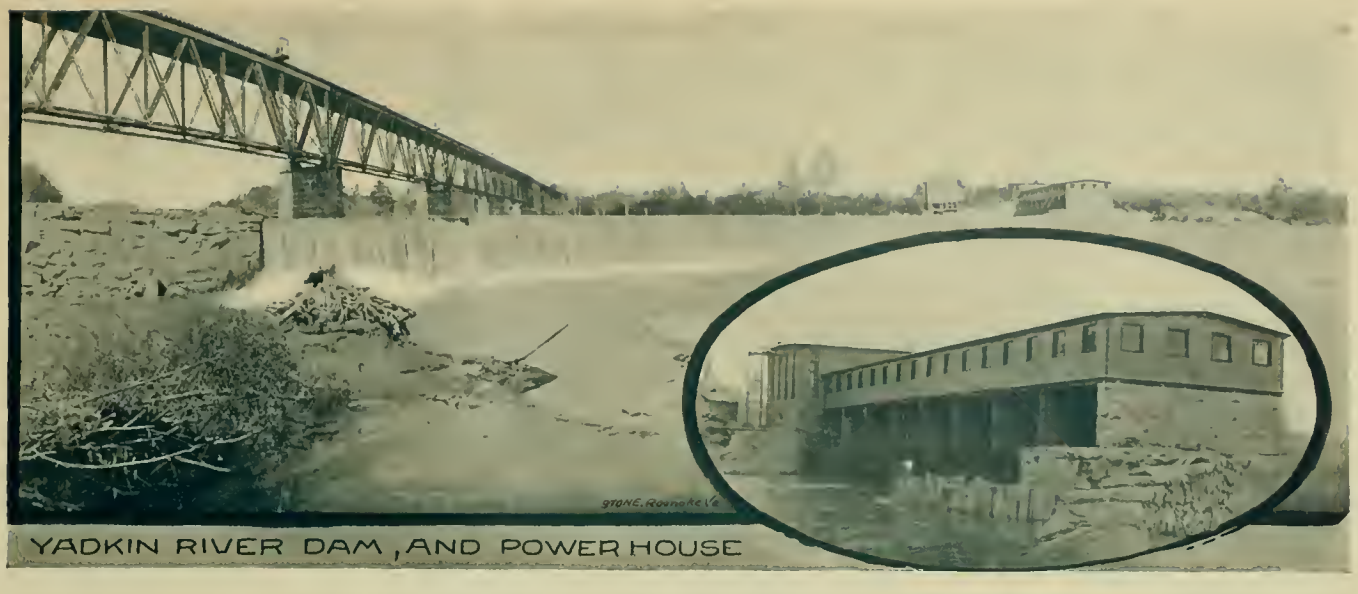
Forsyth Furniture Company, manufacturers of a general line of furniture.

Forsyth Manufacturing Company, manufacturing chairs.

These furniture manufacturing industries employ nearly six hundred operatives.

The volume of business done by retail furniture dealers and undertakers will approximate $250,000 per annum, giving employment to about fifty people. Prominent among these dealers are:

Huntley-Hill-Stockton Company and **A. C. Vogler & Sons.**



YADKIN RIVER DAM, AND POWER HOUSE

EXTENSIVE WAGON MANUFACTORIES.

The excellent quality of white oak and hickory timber that grows in this section of North Carolina is exactly suited to the manufacture of wagons, and as early as 1834 this industry was begun. The factory then established is now the most prosperous perhaps in the State. There is now invested in plants for the manufacture of wagons in this city and suburbs very close to $350,000. The firm names of these industries are as follows:

Geo. E. Nissen & Company; C. F. Nissen & Company; Spach Brothers; Nissen & Roan; F. C. Meinung and **White & Barnes.** The product of these industries is sold principally in North and South Carolina and the Virginias, and to some extent in many other States.

OTHER WOOD-WORKING INDUSTRIES.

Salem Excelsior Company and **Twin City Wood Company,** operating excelsior plants.

J. E. Shelton Box Company, manufacturing tobacco boxes, and **The Winston Handle Company.**

WINSTON-SALEM MACHINE SHOPS.

These have won an enviable reputation in the markets of the world for the manufacture of wood-working machinery, textile machinery, saw mills, cigarette-making machines, dyeing machines, clean-air machines (humidifyers), steam mills and the like. Those engaged in these industries are:

Salem Iron Works, saw mills, wood-working machinery, etc.

J. A. Vance & Company, wood-working machinery.

Winston Cigarette Machine Company, manufacturing the only patent cigarette machine.

W. B. Cooke & Company, iron and brass foundry.

The Crawford Plumbing & Mill Supply Company.

L. B. Brickenstein, plumbing, tin, slate and gravel roofing.

Winston Mill Supply Company, boilers, engines, wood-working machinery, etc.

Briggs-Shaffner Company, inventors and operating experimental machine shops.

American Aquahoist Company, manufacturers of pumps.

These industries employ about two hundred and twenty-five people.

WINSTON-SALEM'S FERTILIZER FACTORIES.

Virginia-Carolina Chemical Company Branch. Output per annum, 35,000 tons, or about 3,500 cars.

ROSENBACHER & BRO.'S NEW STORE

RESIDENCE OF MR. W. T. BROWN

A. B. DANGERFIELD'S RESIDENCE.

RESIDENCE OF Col. W. A. BLAIR

W. E. NISSEN'S RESIDENCE.

HOME OF HON. J. C. BUXTON.

HOME OF B. S. NISSEN.

RESIDENCE OF DISTRICT ATTORNEY, E. A. HOLTON.

HOME OF GEO. E. NISSEN.

RESIDENCE OF MR R.J. REYNOLDS.

RESIDENCE OF MRS ELLEN E. SHELTON

RESIDENCE OF MR. J D. LAUGHENOUR.

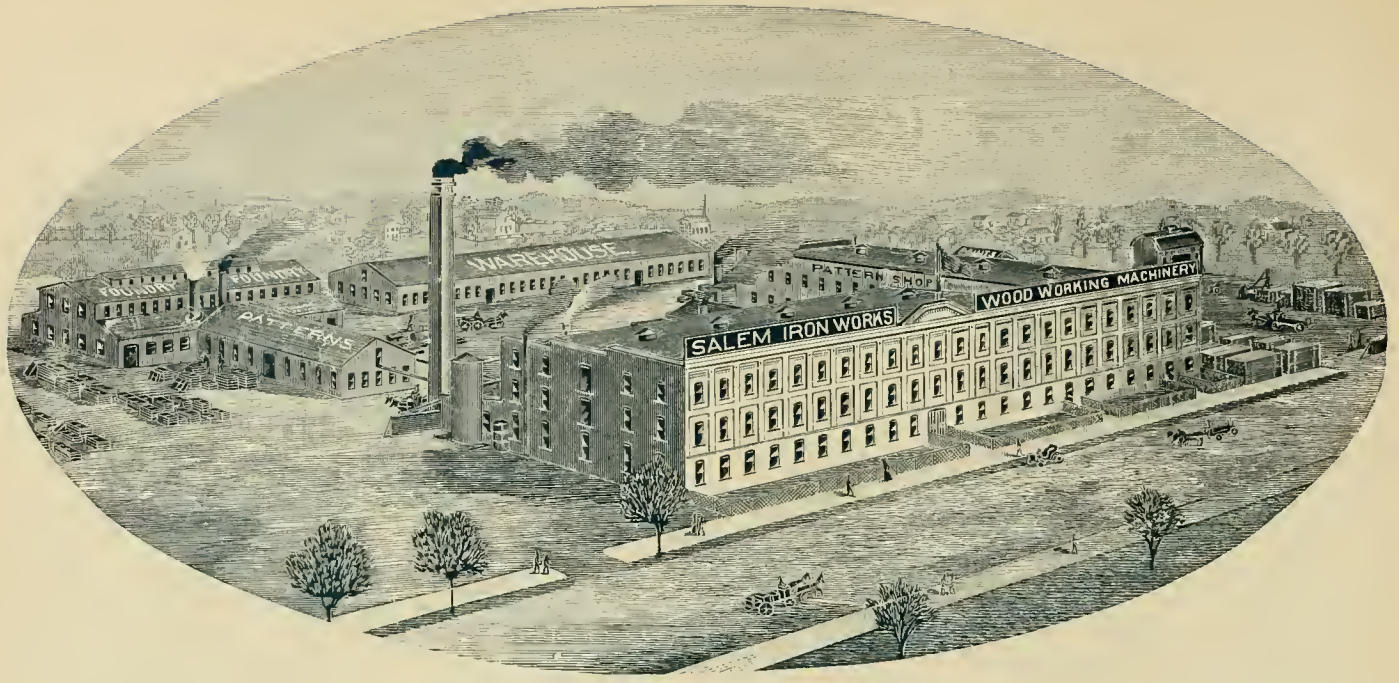
RESIDENCE OF MR H A PFOHL

RESIDENCE OF MR. JAMES A. GRAY.

JOHN COLEMAN'S RESIDENCE.

RESIDENCE OF COL. F. H. FRIES

RESIDENCE OF THE LATE JOHN W. HANES.



Union Guano Company. Capacity 25,000 tons annually, or about 2,500 cars. These two industries employ about two hundred and thirty men.

FLOUR AND MEAL MILLS.

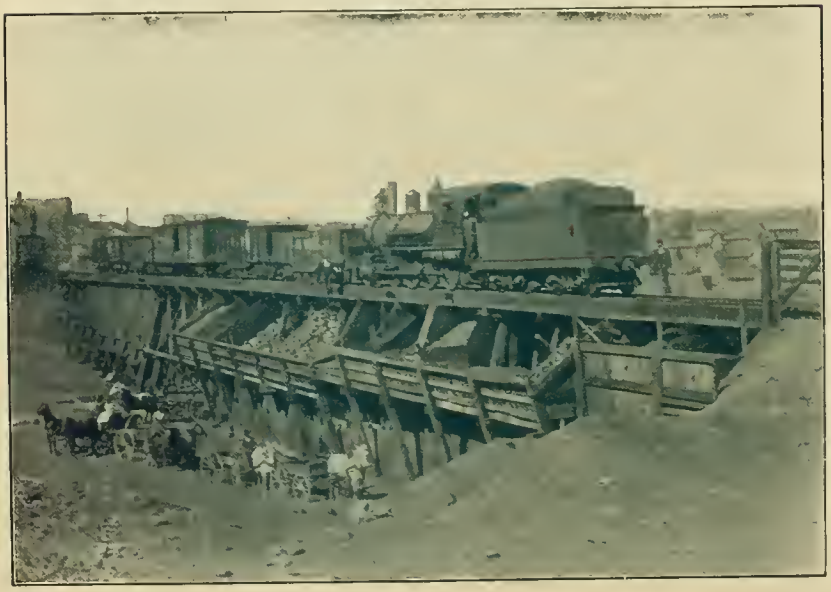
The soil throughout this tobacco region is well adapted to the raising of wheat, corn and other grain, and there are few farmers who do not raise, in addition to fine tobacco crops, sufficient wheat and corn to supply their respective farms and have a surplus for market. As a result flour and grist mills in Winston-Salem pay satisfactory dividends. The market here is always firm for wheat and corn, and residents of this city are very largely supplied with flour made from home-grown wheat. The mills of Winston-Salem are:

Forsyth Roller Mills, capacity two hundred barrels of flour and two hundred bushels of meal per day.

Wachovia Mills, capacity one hundred barrels of flour and two hundred bushels of meal per day.

Spach Brothers, fifty barrels of flour per day.

TWO STALLS IN THE MARKET. W. F. SNIPES & CO.



C. M. THOMAS & CO. COAL CHUTE

ELECTRIC PLANT AND STREET CAR SERVICE.

Fries Manufacturing Power Company. This company owns and operates the street railway system, furnishes electrical power for lighting the city, and for the cotton mills and many smaller industries. Ten miles of street railway are operated for passengers and freight. A ten-minute schedule is maintained and the service is considered second to none in the South. This company maintains two plants, one on the Yadkin river, a distance of fourteen miles, and one in the city where the power is generated by steam. The latter is maintained principally as a safeguard against accident.

COAL AND ICE.

These important branches of business give employment to a very large number of people. The ice manufactured is sufficient to supply the demands of the city and to aid materially in supplying adjacent markets. The firms prominent in these two branches of business are:

C. M. Thomas & Company, and **Major J. G. Young,** coal.

CLEAR-WATER BASIN, NEW WATER PLANT

THE BUILDING TRADE—THOSE WHO ERECT OUR FACTORIES, STOREROOMS AND DWELLINGS.

Under this head is included contractors and builders, woodworkers, bricklayers and mortar-workers, and indeed all engaged in the building industry. Fully five hundred and twenty men are so employed regularly, to whom is paid weekly, approximately, $4,500. Among the principal contractors are:

Fogle Bros. Company. This firm has been in business in this city thirty-five years.

Miller Bros., Incorporated. This is an old and well-established firm.

Smith-Philipps Lumber Company, manufacturers of building material.

SPACH BROS. WAGON FACTORY AND FLOUR MILL

BUILDING OUTLOOK FOR THE PRESENT YEAR (1905).

The number of buildings erected in this city during the year 1904 was three hundred and twelve. These buildings were of all classes, and there was of course during the year a considerable amount of remodeling.

For the present year it is conservatively estimated that $500,000 will be expended in the erection of new buildings in this city. Of these are an elegant hotel at a cost of $100,000; a Masonic temple $100,000; a Government building $60,000; a memorial hall $30,000, and a number of new storerooms now in course of construction.

BUILDING AND LOAN ASSOCIATIONS.

There are three Building and Loan Associations in the Twin City, two operated by the white people and one operated by the negroes. All are in a prosperous condition and have aided materially not only in adding many beautiful residences to the city, but in making it possible for many laboring people of moderate circumstances to own their own homes.

WHOLESALE HOUSES, COMMISSION AND JOBBING MERCHANTS.

The location in a city of a large number of wholesale houses and commission merchants is the very best evi-

NEW BUILDING OF A. F. MESSICK GROCERY CO.

VIRGINIA-CAROLINA CHEMICAL WORKS

dence of good shipping facilities and a promising outlook for future growth and development. It is also an evidence of the proximity of a number of prosperous markets. But the demand that brings a satisfactory business to the eighteen or twenty wholesale dealers in this city is not confined to near-by markets but comes from all parts of the United States and Europe for the products of our cotton mills, knitting mills, machine shops, furniture factories and the like. Among the wholesale merchants of this city are:

Gilmer Bros. Company, manufacturers' agents, commission and brokerage merchants. Handling Southern-made cotton goods, hosiery, underwear, piece goods and the like.

Marler - Dalton - Gilmer Company, wholesale dry goods and notions.

Jenkins Bros. Shoe Company, boots and shoes.

Vaughn & Company, wholesale grocers.

J. J. Norman & Company, wholesale grocers.

J. M. Taylor, wholesale grocer.

A. F. Messick Grocery Company, A. F. Messick, President.

E. R. Messick, wholesale grocer.

Cromer Bros. & Company, wholesale grocers.

Brown-Rogers Co., wholesale and retail dealers in hardware and agricultural implements.

Forsyth Hardware Company, wholesale and retail dealers in hardware and agricultural implements.

Wall & Huske, wholesale and retail dealers in hardware, agricultural implements, buggies, carriages and wagons.

HORSES OF FIRE CO. NUMBER 2.

ENGINE AND HORSES OF FIRE CO. No. 1

SCENE IN FRONT OF BROWN'S TOBACCO WAREHOUSE, MAIN STREET.

N. G. Fletcher Company, jobbers in clothing and gents' furnishing goods.

W. T. Vogler & Son, wholesale and retail jewelers and opticians.

Hine & Shipley, wholesale saddlery and harness.

J. H. Fletcher, wholesale millinery and notions.

The Lick Company, manufacturers of proprietary articles.

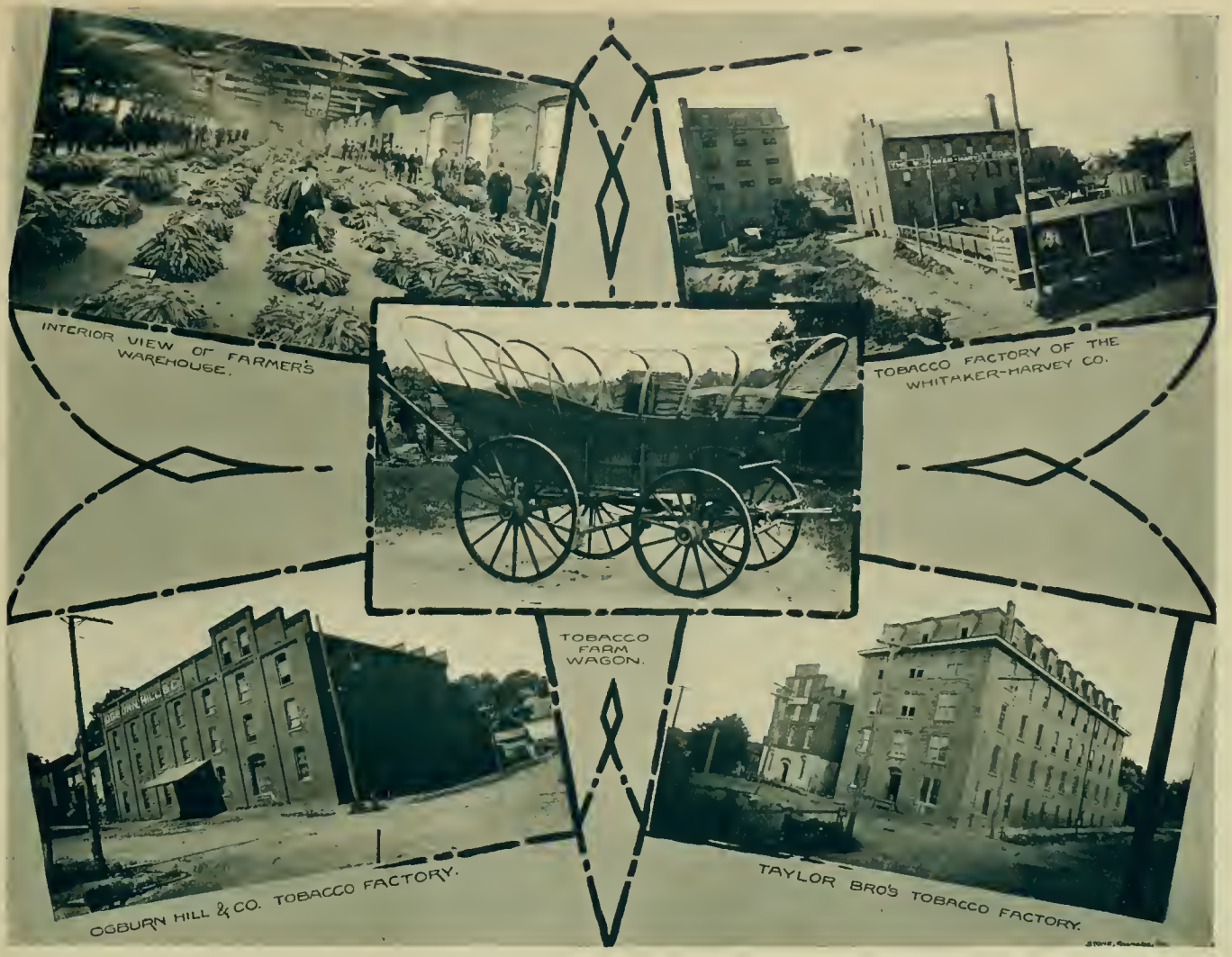
Watt Martin, tobacco manufacturers' supplies and advertising signs.

Frank S. Verney, merchandise broker.

H. A. Nading, wholesale foreign and domestic notions and agents for Southern Mills.

Click-Rierson Company, wholesale sellers of merchandise direct from factory to buyer. Mail order business.

These wholesale jobbers and commission merchants employ about two hundred and twenty-five people.



WHOLESALE AND RETAIL DRUGS AND PATENT MEDICINES.

The wholesale and retail drug business of Winston-Salem, including the manufacture of proprietary remedies and patent medicines, is of considerable volume. In this line are:

Checkers Medicine Company, manufacturers of proprietary remedies and patent medicines. The floor area of this factory is nearly 100,000 square feet, and one hundred people are employed.

Vaughn, Crutchfield Company, wholesale and manufacturing druggists.

Owen's Drug Company, wholesale and retail. P. J. Brame, president.

Dr. V. O. Thompson, wholesale and retail druggist.

The firms engaged in the retail drug business exclusively are:

E. W. O'Hanlan; J. F. Shaffner; Lanquist & Pfohl; H. P. Watson & Co., and the Jones Drug Co. (colored). One hundred and sixty-two people are employed in this branch of business.

RETAIL STORES.

There is a very large number of elegant stores, representing all lines of business. Prominent among these are two immense department stores, carrying enormous stocks of clothing, dry goods and notions, millinery, shoes and, indeed, every article usually found in such establishments. These department stores are owned, respectively, by D. D. Schouler and Rosenbacher Bros. Each employs a very large force of competent clerks. The volume of business of each approximates $250,000 to $300,000 per annum.

THE NEW ST. PAULS EPISCOPAL CHURCH.

CALVARY MORAVIAN CHURCH.

FIRST PRESBYTERIAN CHURCH.

CENTENARY METHODIST EPISCOPAL CHURCH.

THE AUGSBURG LUTHERAN CHURCH.

WEST END GRADED SCHOOL.

NORTH GRADED SCHOOL.

BOYS SCHOOL.

EAST GRADED SCHOOL.

STREET SCENE.

VIEW FROM STANDPIPE LOOKING SOUTHWARD.

STREET SCENE.

ICE PLANT, ELECTRIC POWER HOUSE, WITH MALINE MILLS IN DISTANCE.

MAIN AND THIRD STREETS, WACHOVIA NATIONAL BANK ON CORNER

Prominent among the dry goods stores is A. Daye & Co. They do a large volume of business. Prominent among the dealers in clothing and men's furnishing goods is N. L. Cranford & Co., and the Winston Clothing Co. Prominent among the shoe dealers are J. L. Lashmitt, Frank C. Brown and Neely & Crute.

The retail stores, not including small retail dealers, employ no less than six hundred clerks.

WINSTON-SALEM'S WATER SUPPLY.

The water supply of Winston-Salem is ample for a population of 100,000 people, and expert analysis shows the water to be practically pure. Winston and Salem each has a water supply plant recently completed and each is equipped with the most modern machinery. The two systems are connected and in case of fire or accident either can render the other all necessary assistance.

THE TWIN CITY FIRE DEPARTMENT.

The equipment for fighting fire in the Twin City is most excellent and is as follows:

One hundred and ten men, paid and volunteer. Five steamers, two hook-and-ladder trucks; four hose reels for horses; two hand reels; twelve horses and, approximately, five thousand feet of hose. The Gamewell Electric Alarm system is used throughout the Twin City.

CITY MARKET.

Winston-Salem maintains a large and scrupulously clean meat market, with a clerk, weigher and inspector, who is invested with police authority, and he is required to make monthly reports to a market committee appointed from the Board of Aldermen. Not a pound of meat is allowed to be sold in the city until it has been inspected and pronounced wholesome. There are ten commodious stalls in this market, and the floor is of cement with excellent drainage to keep it scrupulously clean.

THE TWIN CITY'S PARKS.

Winston-Salem has two splendid parks. One immediately north of the City limits, known as Fair View Park and designed for athletic sports. It embraces a large enclosure with a commodious grand stand and sufficient area outside to accommodate circuses and the like. This park is located at the north terminus of the electric car line.

Five miles southeast from the city is located Nissen Park, which is designed for quiet recreation and rest. It furnishes beautiful scenery of both the works of nature and of art, and just such refined entertainment in music and moving pictures is furnished as attracts and delights a very large number of visitors daily. This park is the southern terminus

of the electric street railway and the ride alone, from the city and back, through the main street of old Salem, with its many quaint buildings, and over rolling hills through spreading oaks is as refreshing and invigorating as could be desired.

BUILDING AND MONUMENTAL STONES CAN BE PROCURED AT REASONABLE RATES.

Within sixty miles north of Winston-Salem, this State, are located inexhaustible gray granite fields, and extensive quarries are located at the town of Mt. Airy. This granite is sold in immense quantities throughout the Northern and Eastern States and through the South. The operators of these quarries have now a Government contract amounting to $125,000.

Within forty miles of this city on the main line, practically, of the Southern Railway to Charlotte are found, in immense quantity, a blue pearl granite, the density of which is very much greater than that of gray granite and it is susceptible of a very high polish. This has been pronounced by experts to be the finest quality of granite found in the United States, and it is rare. The quarries are owned and operated by McGalliard & Sons of this city.

Within six miles of this city are located important gray granite quarries owned and operated by J. A. & C. E. Bennett of this city.

NEWSPAPERS AND PERIODICALS.

The following is a list of the daily, weekly and monthly publications of the City: Winston-Salem Journal, daily, morning; Twin City Sentinel, daily, afternoon; Union Republican, weekly; Globe, weekly; Western Sentinel, weekly; The Southern Tobacco Journal, weekly; The Wachovia Moravian, monthly; The Retail Merchant and Manufacturer, monthly; The Academy, monthly; The Ivy, monthly; Southern Home Journal, monthly; Jabs, monthly. There are in addition to these several extensive job printing establishments, among them being Lew Rudy's Print Shop; King's Printing House; Lanier's Printing House; Stewart Bros.; Crist & Keehln.

SUMMARY.

The yearly output of the manufactured products of Winston-Salem approximates $16,000,000.

The diversified industries of this city employ approximately 9,458 people, turning into the channels of trade by wages paid to them, approximately. $3,250,000 per annum, over $61,000 per week, more than $10,000 per day.

The banks of this city have resources aggregating $5,723,386.95 and deposits aggregating $4,371,304.39.

The freight depots of Winston-Salem are handling 252,000 freight cars per annum, transfer and

MAIN STREET, LOOKING SOUTH

VIEW AT THE FREIGHT YARDS.

SCENE ON FOURTH STREET.

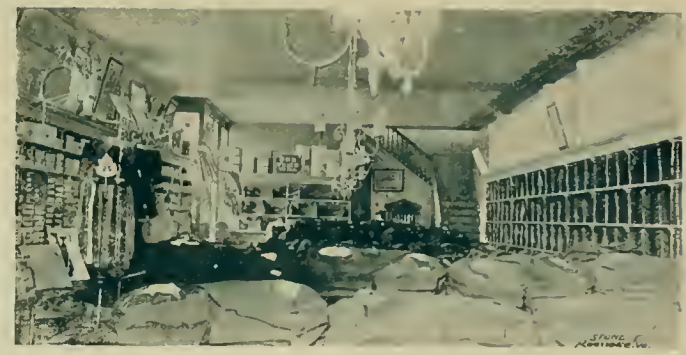
BUSINESS BLOCK, LIBERTY AND FOURTH ST'S.

VIEW ON LIBERTY AND FOURTH ST'S.

POND ABOVE NEW WATER PLANT

W. T. BROWN'S WHEAT FARM

SECTION OF PIAZZA OF R. J. REYNOLD'S RESIDENCE



INTERIOR VIEW CLOTHING STORE N. L. CRANFORD & COMPANY

PASSENGER STATION

INTERIOR VIEW, CRAWFORD PLUMBING AND MILL SUPPLY COMPANY

RESIDENCE OF MRS. M. W. NORFLEET

OAKLAND FURNITURE COMPANY

local, and of these 50,400 cars are local, loaded in and out of the city.

The cash collected for freight charges by the railroads at this place approximates $624,000 per annum, or $12,000 per week.

The Post-office receipts for the year ending May 1st, 1905, were $62,725.70.

The receipts of the Internal Revenue Department located in this city were for the year ending July 1, 1905, $1,984,683.17, covering revenue on tobacco, cigars and spirits.

The aggregate volume of business by the wholesale and retail merchants of this city closely approximates $5,000,000 per annum.

ADDITIONAL INDUSTRIES.

Since beginning to collate facts in these pages, plans to build an additional Electric Power Plant have matured, and work on the same is in progress; orders for the machinery have been placed and in a few months from fifteen hundred to two thousand additional electrical horse-power will be added to that already being generated.

Also an industry to be known as the Pioneer Manufacturing Company, for the manufacture of ladies' muslin, wool and silk underwear, and representing a capital stock of $50,000. This industry is practically in operation now (August 15).

SHAMROCK HOSIERY MILLS CO.

OPPORTUNITIES.

There can scarcely be found in the South a better location for the planting of industrial enterprises than in Winston-Salem. The geographical location of this city is all that could be desired to reach both Northern and Southern markets; every industry now in operation in this city is prospering; there is an abundance of capital and enterprise among the business men of Winston-Salem to aid in the establishment of any enterprise manufacturing articles of commercial value.

A warm, substantial welcome will meet all who come with their minds made up to add their wealth or their industry to the future development of Winston-Salem.

L. B. BRICKENSTEIN'S PLUMBING ESTABLISHMENT

DIRECTORS OF THE BOARD OF TRADE.

W. T. Brown, President; R. W. Gorrell, Vice-President; J. E. Alexander, J. C. Buxton, H. E. Fries, O. B. Eaton, Clement Manley, J. K. Norfleet, E. W. O'Hanlon, W. N. Reynolds, C. A. Reynolds, J. M. Rogers, H. F. Shaffner.

TWIN CITY HOSPITAL

P. H. HANES COMPANY KNITTING MILLS

F. AND H. FRIES WOOLEN MILLS. ESTABLISHED IN 1840

A MAP
SHOWING LOCATION OF
WINSTON-SALEM N. C.
ATLANTIC OCEAN
Chicago
Detroit
Toledo
Cleveland
Columbus
Cincinnati
Indianapolis
Terre Haute
Louisville
Frankfort
Pittsburg
Philadelphia
New York
Baltimore
Washington
Richmond
Norfolk
Virginia Beach
Roanoke
Winston-Salem
Durham
Raleigh
Wilmington
Charleston
Columbia
Atlanta
Chattanooga
Knoxville
Nashville
Memphis
Birmingham
Bristol
PENNSYLVANIA
WEST VIRGINIA
KENTUCKY
TENNESSEE
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
INDIANA
OHIO
M. & M. TRANS. CO. TO BOSTON
MERCHANTS & MINERS TRANS. CO.
OLD DOMINION S. S. LINE

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